AMENDMENT OF THE CLAIMS:

Please cancel Claims 33, 39, 41, 44, 47, 53, 55 and 58 without prejudice or disclaimer, and amend Claims 31, 32, 40, 42, 45, 46 and 50, 54-56 as follows:

Claims 1-30 (canceled)

Claim 31 (currently amended): An Internet-based product brand marketing communication network ~~allowing~~ <u>configured to allow</u> members of a product brand management team to communicate directly with consumers browsing HMTL-encoded pages at electronic commerce (EC) enabled Web-site along the World Wide Web (WWW), said Internet-based product brand marketing communication network comprising:

an e-commerce (EC) enabled information server supporting said EC-enabled Web-site which includes a plurality of HTML-encoded pages containing <u>at least one of</u> images ~~and/or~~ <u>and</u> text descriptions of a plurality of registered consumer products which are offered for purchase and sale by an EC-enabled payment method supported over the Internet;

a first Web-based subsystem ~~allowing~~ <u>configured to allow</u> members of a product brand management team associated with a particular consumer product or group of consumer products, and/or authorized parties, to create and manage a consumer product information (CPI) link structure for each consumer product registered with said Internet-based product brand marketing communication network,

wherein said CPI link structure includes the following items:

(i) a Unique Product Number (UPN) assigned to the consumer product; and

(ii) a set of URLs for a plurality of brand information resources stored on Web-based information servers operably connected to the Internet~~, and wherein said brand information resources can be selected by one or more members of the product brand management team and said authorized parties to program said set of brand information resources for the consumer product~~;

a second Web-based subsystem ~~for allowing~~ <u>configured to allow</u> members of said product brand management team associated, ~~and/or~~ <u>and</u> authorized parties, to create and deploy one or more Web-based Multi-Mode Virtual Kiosks (MMVKs) for one or more of said consumer

products that are registered with said Internet-based product brand marketing communication network, and offered for purchase and sale at said EC-enabled Web-site~~, so that each said MMVK can be installed in and launched from at least one HTML-encoded page at said EC-enabled Web-site, and accessible by consumers using a Web browser~~;

wherein each said MMVK ~~is implemented by~~ __comprises__ (i) a computer-executable server-side component stored on a first Internet-enabled information server operably connected to the Internet, and (ii) a MMVK tag that references said computer-executable server-side component and is ~~embeddable~~ __embedded__ within an HTML-encoded page of said EC-encoded Web-site; and

wherein __said first Internet-enabled information server generates and serves__ each said MMVK~~, when generated by said first Internet-enabled information server, has~~ __to the Web browser of a consumer, and said Web browser displays__ a graphical user interface (GUI) that is characterized by a plurality of independently programmable display modes selected from the group consisting of (i) an advertising display mode for displaying one or more advertising spots, (ii) a promotional display mode for displaying one or more promotional spots, and (iii) a brand information network (BIN) menu display mode for displaying a set of brand information resources arranged for selection by consumers using said Web browser;

a plurality of Web-based information servers operably connected to the Internet, for storing and configured to serve said one or more advertising spots, said one or more promotional spots and said set of brand information resources to said Web browser, for display to consumers through said plurality of independently programmable display modes of each said MMVK;

wherein __said first Web-based subsystem is further configured to allow__ members of the product brand management team ~~are allowed~~ to independently program said set of brand information resources displayable during said BIN menu display mode of each said installed MMVK; and

a third Web-based subsystem ~~for allowing__ is configured to allow__ members of the product brand management team to independently program the advertising and promotional display modes of each MMVK with one or more advertising and promotional spots, as a particular product brand marketing campaign may require;

wherein, ~~upon__ the Web browser of a consumer ~~encountering an installed__ processes said__ MMVK tag ~~in an__ embedded within said__ HTML-encoded page ~~at said EC-enabled Web-site__, and__

said first Internet-enabled information server automatically executes the computer-executable server-side component corresponding to the MMVK tag is automatically executed and generates and serves the corresponding MMVK is generated by said first Internet-enabled information server and served to the Web browser, and said MMVK automatically plays through said display modes, in a programmed sequential manner, inviting and allowing the consumer to review and interact with the advertising spots, promotional spots, and/or brand information resources displayed within the GUI of said MMVK, at said EC-enabled Web-site where said MMVK has been installed.

Claim 32 (currently amended): The Internet-based product brand marketing communication network of claim 31, wherein which further comprises a facility for automatically measuring the interaction between consumers and each said MMVK is automatically measured, metrics relating to said interaction are automatically collected, and members of said product brand management team are allowed to view , and generating metrics reports generated from said metrics relating to said interaction, so as to help analyze the effectiveness of a product brand marketing campaign being run over one or more MMVKs installed in one or more HTML-encoded pages at said EC-enabled Web-site.

Claim 33 (canceled)

Claim 34 (previously presented): The Internet-based product brand marketing communication network of claim 33, wherein, for each MMVK created and deployed for a consumer product, the computer-executable server-side component associated with said MMVK comprises the UPN assigned to the consumer product.

Claim 35 (previously presented): The Internet-based product brand marketing communication network of claim 34, wherein, for each MMVK created and deployed for a particular consumer product, the computer-executable server-side component associated with the MMVK comprises a consumer product information requesting (CPIR) servlet loaded onto said first Internet-enabled information server.

Claim 36 (previously presented): The Internet-based product brand marketing communication network of claim 31, wherein said CPI link structure further comprises, for each consumer product,

(iii) a Trademark (TM) assigned to the registered consumer product;

(iv) a Product Descriptor (PD) associated with the registered consumer product; and

(v) a set of display attributes associated with each brand information resource in said CPI link structure.

Claim 37 (previously presented): The Internet-based product brand marketing communication network of claim 31, wherein said set of brand information resources are selected from the group consisting of product videos, audio files, product images, product specifications, product advertisements, and product promotions.

Claim 38 (previously presented): The Internet-based product brand marketing communication network of claim 31, wherein said set of display attributes are selected from the group consisting of text for said URLs, graphical icons displayed next to said URLs, and sound files associated with said URLs.

Claim 39 (canceled)

Claim 40 (currently amended): The Internet-based product brand marketing communication network of claim 31, wherein said Web browser of the ~~consumer encountering said MMVK tag further comprises~~ is responsive to the consumer clicking on a graphical component at which said MMVK tag is embedded in said HTML-encoded page.

Claim 41 (canceled)

Claim 42 (currently amended): The Internet-based product brand marketing communication network of claim 36, wherein a supply-chain information management system is ~~used to~~ configured to import said UPN, said TM and said PD associated with each said CPI link

structure, into a database supported on said Internet-based product brand marketing communication network.

Claim 43 (previously presented): The Internet-based product brand marketing communication network of claim 32, wherein said first Web-based subsystem includes a relational database management system (RDBMS) for storing and managing at least one said CPI link structure for each consumer product registered with said Internet-based product brand marketing communication network.

Claim 44 (canceled)

Claim 45 (currently amended): An Internet-based product brand marketing communication network ~~allowing~~ configured to allow members of a product brand management team to communicate directly with consumers browsing HMTL-encoded pages at electronic commerce (EC) enabled Web-site along the World Wide Web (WWW), said Internet-based product brand marketing communication network comprising:

an e-commerce (EC) enabled information server supporting said EC-enabled Web-site which includes a plurality of HTML-encoded pages containing at least one of the images ~~and/or~~ and text descriptions of a plurality of registered consumer products which are offered for purchase and sale by an EC-enabled payment method supported over the Internet;

a first Web-based subsystem ~~allowing~~ configured to allow members of a brand management team associated with a particular consumer product or group of consumer products, ~~and/or~~ and authorized parties, to create and manage a consumer product information (CPI) link structure for each consumer product registered with said Internet-based product brand marketing communication network,

wherein said CPI link structure includes the following items:

(i) a Unique Product Number (UPN) assigned to the consumer product; and

(ii) a set of URLs for a plurality of brand information resources stored on Web-based information servers operably connected to the Internet, ~~and wherein said brand information resources can be selected by one or more members of the product brand management team and~~

said authorized parties to program said set of brand information resources for the consumer product;

a second Web-based subsystem ~~for allowing~~ configured to allow members of said product brand management team, and/or authorized parties, to create and deploy one or more Web-based Multi-Mode Virtual Kiosks (MMVKs) for one or more of said consumer products that are registered with said Internet-based product brand marketing communication network, and offered for purchase and sale at said EC-enabled Web-site, ~~so that each said MMVK can be installed in and launched from at least one HTML-encoded page at said EC-enabled Web-site, and accessible by consumers using a Web-browser~~;

wherein each said MMVK ~~is implemented by~~ comprises (i) a computer-executable server-side component stored on a first Internet-enabled information server operably connected to the Internet, and (ii) a MMVK tag that references said computer-executable server-side component and is ~~embeddable~~ embedded within an HTML-encoded page of said EC-encoded Web-site; and

wherein said first Internet-enabled information server generates and serves each said MMVK, ~~when generated by said first Internet-enabled information server, has~~ to the Web browser of a consumer, and said Web browser displays a graphical user interface (GUI) ~~that is~~ characterized by a plurality of independently programmable display modes selected from the group consisting of (i) an advertising display mode for displaying one or more advertising spots, (ii) a promotional display mode for displaying one or more promotional spots, and (iii) a brand information network (BIN) menu display mode for displaying a set of brand information resources arranged for selection by consumers using said Web browser;

a plurality of Web-based information servers operably connected to the Internet, for storing and configured to serve said one or more advertising spots, said one or more promotional spots and said set of brand information resources to said Web browser, for display to consumers through said plurality of independently programmable display modes of each said MMVK;

wherein said second Web-based subsystem is further configured to allow members of the product brand management team ~~are allowed~~ to independently program said set of brand information resources displayable during said BIN menu display mode of each said installed MMVK; and

a third Web-based subsystem ~~for allowing~~ <u>configured to allow</u> members of the product brand management team to independently program the advertising and promotional display modes of each MMVK with one or more advertising and promotional spots, as a particular product brand marketing campaign may require;

wherein, ~~upon~~ the Web browser of a consumer ~~encountering an installed~~ <u>processes said</u> <u>MMVK</u> tag ~~in an~~ <u>embedded within at least one said</u> HTML-encoded page ~~at said EC-enabled~~ ~~Web-site,~~ <u>and said first Internet-enabled information server automatically executes</u> the computer-executable server-side component corresponding to the MMVK tag ~~is automatically executed~~ and <u>generates and serves</u> the corresponding MMVK ~~is generated by said first Internet-enabled~~ ~~information server and served~~ to the Web browser, inviting and allowing the consumer to review and interact with the advertising spots, promotional spots, ~~and/or~~ <u>and</u> brand information resources displayed within the GUI of said MMVK, at said EC-enabled Web-site where said MMVK has been installed; and

wherein <u>a facility for measuring</u> the interaction between consumers and each said MMVK ~~is automatically measured, metrics relating to said interaction are automatically~~ ~~collected, and members of said product brand management teams are allowed to view~~ <u>and</u> <u>generating</u> metrics reports relating to said interaction, so as to help analyze the effectiveness of a product brand marketing campaign being run over one or more MMVKs installed in one or more HTML-encoded pages at said EC-enabled Web-site.

Claim 46 (currently amended): The Internet-based product brand marketing communication network of claim 45, wherein, ~~upon~~ the Web browser of a consumer ~~encountering~~ <u>processes</u> said ~~installed~~ MMVK tag ~~in the~~ <u>embedded within at least one said</u> HTML-encoded page ~~at said EC-~~ ~~enabled Web-site,~~ <u>and said first Internet-based information server automatically executes</u> the computer-executable server-side component corresponding to the MMVK tag ~~is automatically~~ ~~executed~~ and <u>generates and serves</u> the corresponding MMVK ~~is generated by said first Internet-~~ ~~enabled information server and served~~ to the Web browser, and said MMVK automatically plays through said display modes, in a programmed sequential manner, inviting and allowing the consumer to review and interact with the advertising spots, promotional spots, and/or brand information resources displayed within the GUI of said MMVK, at said EC-enabled Web-site where said MMVK has been installed.

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Claim 47 (canceled)

Claim 48 (previously presented): The Internet-based product brand marketing communication network of claim 47, wherein, for each MMVK created and deployed for a consumer product, the computer-executable server-side component associated with said MMVK comprises the UPN assigned to the consumer product.

Claim 49 (previously presented): The Internet-based product brand marketing communication network of claim 48, wherein, for each MMVK created and deployed for a particular consumer product, the computer-executable server-side component associated with the MMVK comprises a consumer product information requesting (CPIR) servlet loaded onto said first Internet-enabled information server.

Claim 50 (currently amended): The Internet-based product brand marketing communication network of claim 48 45, wherein said CPI link structure further comprises, for each consumer product,

     (iii) a Trademark (TM) assigned to the registered consumer product;

     (iv) a Product Descriptor (PD) associated with the registered consumer product; and

     (v) a set of display attributes associated with each brand information resource in said CPI link structure.

Claim 51 (previously presented): The Internet-based product brand marketing communication network of claim 45, wherein said set of brand information resources are selected from the group consisting of product videos, audio files, product images, product specifications, product advertisements, and product promotions.

Claim 52 (previously presented): The Internet-based product brand marketing communication network of claim 45, wherein said set of display attributes are selected from the group consisting of text for said URLs, graphical icons displayed next to said URLs, and sound files associated with said URLs.

Claim 53 (canceled)

Claim 54 (currently amended): The Internet-based product brand marketing communication network of claim 45, wherein said Web browser of the ~~consumer encountering said MMVK tag further comprises~~ is responsive to the consumer clicking on a graphical component at which said MMVK tag is embedded in said HTML-encoded page.

Claim 55 (canceled)

Claim 56 (currently amended): The Internet-based product brand marketing communication network of claim ~~50~~ 48, wherein a supply-chain information management system is ~~used~~ configured to import said UPN, said TM and said PD associated with each said CPI link structure, into a database supported on said Internet-based product brand marketing communication network.

Claim 57 (previously presented): The Internet-based product brand marketing communication network of claim 45, wherein said first Web-based subsystem includes a relational database management system (RDBMS) for storing and managing at least one said CPI link structure for each consumer product registered with said Internet-based product brand marketing communication network.

Claim 58 (canceled)